

WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

**American Rambler** 

138 Conant Street

Beverly, MA 01915

Attention: Accounts Payable

964269-1	10/28/12	October 2012	10/01/12 - 10/23/12
Invoice #	Invoice Date	Invoice Month	Invoice Period

Account Executive Station Sales Office Sales Region WESH Fran Berg Eagle-Washingto National

Advertiser Product Estimate Number Romney/R/President ROMNEY/P/R

Broadcast

Alt Order # Flight Dates Order# 10/17/12 - 10/23/12 964269 07913003 Billing Calendar Billing Type Deal#

Cash

Special Handling

IDB# Advertiser Code | Product Code ROMM

Agency Ref Advertiser Ref

www.wesh.com

Billing Address:

Send Payment To:

**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

		Spots/			
Line Start Date End Date Description Start/End Time	MTWTFSS	Length Week	Rate	Type	
1 10/22/12 10/23/12 M-F Sunrise @6AM 6:00-7:00 AM Class of Time - Pre-emptible with notice	11	:30 2	\$1,100.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           10/22/12         10/28/12         11         2	<u>Rate</u> \$1,100.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WESHM 10/22/12 6:13 AM M-F Sunrise @6AM	6:00-7:00 AM	:30 2012MRFP1	L45H		\$1,100.00 NM
2 WESHTu 10/23/12 6:12 AM M-F Sunrise @6AM	6:00-7:00 AM	:30 2012MRFP1	L48H		\$1,100.00 NM
2 10/17/12 10/19/12 M-F Sunrise @6AM 6:00-7:00 AM Class of Time - Pre-emptible with notice	111	:30 3	\$1,000.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           10/15/12         10/21/12        111         3	<u>Rate</u> \$1,000.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	A CONTRACTOR		Rate Type
1 WESHW 10/17/12 6:43 AM M-F Sunrise @6AM	6:00-7:00 AM	:30 2012MRFP	L31H		\$1,000.00 NM
2 WESHTh 10/18/12 6:43 AM M-F Sunrise @6AM	6:00-7:00 AM	:30 2012MRFP			\$1,000.00 NM
3 WESHF 10/19/12 6:22 AM M-F Sunrise @6AM	6:00-7:00 AM	:30 2012MRFP	L31H		\$1,000.00 NM
3 10/17/12 10/19/12 NBC Today Show 7:00-9:00 AM Class of Time - Pre-emptible with notice	111	:30 3	\$1,500.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           10/15/12         10/21/12        111         3	<u>Rate</u> \$1,500.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
2 WESHW 10/17/12 8:42 AM NBC Today Show	7:00-9:00 AM	:30 2012MRFP	140н		\$1,500.00 NM
3 WESHTh 10/18/12 7:24 AM NBC Today Show	7:00-9:00 AM	:30 2012MRFP	140н		\$1,500.00 NM
1 WESHF 10/19/12 7:59 AM NBC Today Show	7:00-9:00 AM	:30 2012MRFP	131H		\$1,500.00 NM
4 10/22/12 10/23/12 NBC Today Show 7:00-9:00 AM Class of Time - Pre-emptible with notice	11	:30 2	\$1,600.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           10/22/12         10/28/12         11         2	<u>Rate</u> \$1,600.00	1			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WESHM 10/22/12 7:26 AM NBC Today Show	7:00-9:00 AM	:30 2012MRFP	148н		\$1,600.00 NM
2 WESHTu 10/23/12 7:26 AM NBC Today Show	7:00-9:00 AM	:30 2012MRFP	145н		\$1,600.00 NM
5 10/22/12 10/22/12 Kelly and Michael 9-10 AN9:00-10:00 AM Class of Time - Pre-emptible with notice	M	:30 1	\$900.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           10/22/12         10/28/12         M         1	<u>Rate</u> \$900.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
1 WESHM 10/22/12 9:49 AM Kelly and Michael 9-10 AM		:30 2012MRFP	145н		\$900.00 NM

Rate Type

Send Payment To:



**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date Invoice Month Invoice Period 964269-1 10/28/12 October 2012 10/01/12 - 10/23/12

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

www.wesh.com									
						Spots/			
ine Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
5 10/22/12 Class of T	10/22/12 ime - Pre-em	Kelly and Michael 9- ptible with notice	10 AN9:00-10:00 AM	M	:30	1	\$900.00	NM	
6 10/17/12 Class of T	10/18/12 ime - Pre-em	Kelly and Michael 9- ptible with notice	10 AN9:00-10:00 AM	11	:30	2	\$900.00	NM	
Weeks:	Start Date			Rate				- "	
Spots: # C	10/15/12 Ch <u>Day Ai</u>			\$900.00 Start/End Time	Leng	th Ad-ID			Rate Type
50000			and Michael 9-10 AM	9:00-10:00 AM		30 2012MRFP	L41H		\$900.00 NN
2 V	VESHTh 10		and Michael 9-10 AM	9:00-10:00 AM	:3	30 2012MRFP	141н		\$900.00 NN
7 10/22/12 Class of T	10/22/12 Time - Pre-em	NBC Today Show II ptible with notice	10AM-11AM	M	:30	1	\$800.00	NM	
Weeks:	Start Date			Rate					
Spots: # C	10/22/12 Ch <u>Day</u> Ai	10/28/12 M r Date Air Time Des	•	\$800.00 Start/End Time	Long	th Ad-ID			Rate Type
			Today Show II	10AM-11AM	1	30 2012MRFP:	148н		\$800.00 NN
8 10/17/12 Class of T	10/18/12	NBC Today Show II	10AM-11AM	11	:30	2	\$800.00	NM	
Weeks:		End Date MTWTFSS	Spots/Week	Rate					
	10/15/12	10/21/1211	_	\$800.00					
Spots: # C				Start/End Time		th Ad-ID	1 2 1		Rate Typ
	VESHW 10 VESHTh 10		Today Show II Today Show II	10AM-11AM 10AM-11AM		30 2012MRFP 30 2012MRFP			\$800.00 NI \$800.00 NI
									\$600.00 NI
9 10/17/12 Class of T	- Colored - Colo	NBC Today Show III ptible with notice		<i>!</i> 11	:30	2	\$700.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFSS		<u>Rate</u> \$700.00					
Spots: # C	2 20,000			Start/End Time	Leng	th Ad-ID			Rate Typ
2 V			Today Show III	11AM-12PM/10-		30 2012MRFP	131н		\$700.00 N
1 V	VESHTh 10	0/18/12 11:28 AM NBC	Today Show III	11AM-12PM/10-	-11/ :	30 2012MRFP	131н	_	\$700.00 NI
10 10/22/12 Class of T	10/22/12 Fime - Pre-em	NBC Today Show III	11AM-12PM/10-11	/ M	:30	1	\$700.00	NM	<u> </u>
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 M		<u>Rate</u> \$700.00					
Spots: # 0				Start/End Time		th Ad-ID			Rate Typ
1 V	VESHM 10	0/22/12 11:27 AM NBC	Today Show III	11AM-12PM/10	-11/ :	30 2012MRFP	145н		\$700.00 NI
11 10/22/12 Class of T	10/22/12 Fime - Pre-em	M-F NOON NEWS 1 ptible with notice	2-12:12:00-12:30 PM	M	:30	1	\$500.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS		Rate					
Spots: # 0			ē	\$500.00 Start/End Time	Lenc	th Ad-ID			Rate Typ
	0 (0.00)		NOON NEWS 12-12:30			30 2012MRFP	148н	200	\$500.00 N
12 10/17/12 Class of 7	10/18/12 Fime - Pre-em	M-F NOON NEWS	2-12:12:00-12:30 PM	11	:30	2	\$450.00	NM	
Weeks:	Start Date 10/15/12	End Date MTWTFSS11		<u>Rate</u> \$450.00					
Spots: # 0	100000000000000000000000000000000000000			Start/End Time		ath Ad-ID			Rate Typ
			NOON NEWS 12-12:30			30 2012MRFP			\$450.00 N
1 V	VESHTh 10	0/18/12 12:28 PM M-F	NOON NEWS 12-12:30	12:00-12:30 PM	<u> </u>	30 2012MRFF	,140H		\$450.00 N
13 10/22/12 Class of	Time - Pre-em	nptible with notice	1:00-2:00 PM	M	:30	1	\$800.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS		<u>Rate</u> \$800.00					
Snote: # (	2h Day A		•	\$600.00 Start/End Time	1	ath Ad ID			Poto Tur

Start/End Time

Air Time Description

Spots: # Ch

Day Air Date





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 964269-1 | 10/28/12 | October 2012 | 10/01/12 - 10/23/12

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

www.wesh.com

	esh.com Start Date	End Date	e Descri	iption	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
13	10/22/12 Class of Tin	10/22/12 ne - Pre-er	Days on the most ble with	of Our Lives notice	1:00-2:00 PM	M	:30	1	\$800.00	NM	
4	Spots: <u>#</u> Ch 1 WE		Air <u>Date</u> 10/22/12	Air Time Description 1:26 PM Days o	The same of the sa	Start/End Time 1:00-2:00 PM		<u>h Ad-ID</u> 0 2012мRF	Р145Н	5	<u>Rate Type</u> \$800.00 NM
14	10/17/12 Class of Tin	10/18/12 ne - Pre-ei	Days omptible with	of Our Lives notice	1:00-2:00 PM	11	:30	2	\$800.00	NM	
	Weeks:	Start Date 10/15/12	10/21/1		Spots/Week 2	<u>Rate</u> \$800.00		= =	0	× ×	- 2
	Spots: # Ch		Air Date	Air Time Descrip		Start/End Time		h Ad-ID			Rate Type
			10/17/12	1:47 PM Days o		1:00-2:00 PM		0 2012MRF			\$800.00 NM
			10/18/12	1:25 PM Days o	T Our Lives	1:00-2:00 PM	:3	0 2012MRF	P141H		\$800.00 NM
	10/22/12 Class of Tin		mptible with		2-3PM	M	:30	1	\$450.00	NM	
	Weeks:	Start Date 10/22/12	10/28/1	2 M	Spots/Week 1	Rate \$450.00	To contract to con-				
	Spots: # Ch		Air <u>Date</u> 10/22/12	Air Time Descrip 2:54 PM KATIE		Start/End Time 2-3PM		<u>h Ad-ID</u> 0 2012MRF	:p148н		Rate Type \$450.00 NM
											ψ430.00 14101
	10/17/12 Class of Tin		mptible with		2-3PM	11	:30	2	\$450.00	NM 	
	Weeks:	10/15/12	End Da 10/21/1		Spots/Week 2	<u>Rate</u> \$450.00					
	Spots: # Ch	Day /	Air Date	Air Time Descri	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
			10/17/12	2:42 PM KATIE	COURIC DAY	2-3PM	:3	0 2012MRF	P131H		\$450.00 NM
	1 WE	SHTh	10/18/12	2:29 PM KATIE	COURIC DAY	2-3PM	:3	0 2012MRF	P131H		\$450.00 NM
17	10/17/12 Class of Tir	10/18/12 ne - Pre-e			3:00-4:00 PM	11	:30	2	\$700.00	NM	
	Weeks:	Start Date 10/15/12	End Da 10/21/1		Spots/Week 2	<u>Rate</u> \$700.00					
	Spots: # Ch		Air Date	Air Time Descri		Start/End Time		th Ad-ID	2000 HE & 2 15104	1	Rate Type
			10/17/12	3:19 PM M-F 3-		3:00-4:00 PM	35.5	30 2012MRF			\$700.00 NM
	2 WE	SHTh	10/18/12	3:38 PM M-F 3-	4 PM	3:00-4:00 PM	:3	30 2012MRF	FP131H		\$700.00 NM
18	10/22/12 Class of Tir	10/22/12 ne - Pre-e		-4 PM n notice	3:00-4:00 PM	M	:30	1	\$700.00	NM	
	Weeks:	10/22/12	e End Da 10/28/1	2 M	Spots/Week 1	Rate \$700.00					
	Spots: # Ch 1 WE		Air <u>Date</u> 10/22/12	Air Time Descri 3:35 PM M-F 3-		Start/End Time 3:00-4:00 PM		<u>th Ad-ID</u> 30 2012MRI	-P145H		<u>Rate</u> <u>Type</u> \$700.00 NM
19	10/17/12 Class of Tir	10/17/12		-5 PM NEWS	M-F 4-5 PM	W	:30	1	\$800.00	NM	
	Weeks:	Start Dat 10/15/12	e End Da	ate MTWTFSS	Spots/Week 1	<u>Rate</u> \$800.00					
	Spots: # Ch		Air Date	Air Time Descri	24.9	Start/End Time	Lena	th Ad-ID			Rate Type
		unanconsulation of	10/17/12	4:28 PM M-F 4-		M-F 4-5 PM		30 2012MRI	FP140H		\$800.00 NM
20	10/22/12 Class of Tir	10/22/12 ne - Pre-e		-5 PM NEWS	M-F 4-5 PM	M	:30	1	\$900.00	NM	
	Weeks:	Start Dat 10/22/12	e End Da	ate MTWTFSS	Spots/Week	<u>Rate</u> \$900.00					
	Spots: # Ch	Day	Air Date 10/22/12	Air Time Descri 4:23 PM M-F 4-	<del></del>	Start/End Time M-F 4-5 PM		th <u>Ad-ID</u> 30 2012MR	FP148H		<u>Rate Type</u> \$900.00 NM
21	10/22/12	10/22/1:		5-6 PM ROT	5:00-6:00 PM	M	:30	3	\$1,100.00	NM	φυσυ.ου 14IV
-1	Class of Tir	ne - Pre-e	mptible with	n notice	2009 8 PE 9 SEE		.50		ψ1,100.00	MINI	
	Weeks:	Start Dat 10/22/12	10/28/1	M	Spots/Week 3	Rate \$1,100.00 can be reviewed on our comp					





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/28/12 | October 2012 | 10/01/12 - 10/23/12

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

www.wesh.com

ww.wesh.	.com										
								Spots/			
e Sta	art Date	End Date	e Des	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
	/22/12 ass of Tin	10/22/12 ne - Pre-er		5-6 PM ROT th notice	5:00-6:00 PM	M=====================================	:30	3	\$1,100.00	NM	
Spo	ots: <u>#</u> Ch 2 WE	CANADA INCIDENTIAL SECTION OF THE PARTY OF T	o/22/12	Air Time Descri	The reserve of the second	Start/End Time 5:00-6:00 PM		Ad-ID 2012MRFI	P145H		Rate Typ \$1,100.00 N
	3 WE		0/22/12	5:31 PM M-F 5		5:00-6:00 PM		) 2012MRFI			\$1,100.00 N
	1 WE		0/22/12	5:56 PM M-F 5		5:00-6:00 PM	:30	) 2012MRFI	Р145Н		\$1,100.00 N
	/17/12 ass of Tin	10/19/12 ne - Pre-er		5-6 PM ROT ith notice	5:00-6:00 PM	111	:30	3	\$1,100.00	NM	
We	eks:	Start Date 10/15/12	End E 10/21		Spots/Week 3	<u>Rate</u> \$1,100.00	- 2	=	=	< >	į.
Spo	ots: # Ch	-		Air Time Descri		Start/End Time		Ad-ID			Rate Tyr
			0/17/12	5:43 PM M-F 5		5:00-6:00 PM		) 2012MRF			\$1,100.00 N
			0/18/12	5:14 PM M-F 5		5:00-6:00 PM		) 2012MRF			\$1,100.00 N
	1 WE	SHF 1	0/19/12	5:12 PM M-F 5	0-6 PM ROT	5:00-6:00 PM	:30	) 2012MRF			\$1,100.00 N
	/17/12 ass of Tir	10/19/12 ne - Pre-er		6-6:30 PM ith notice	M-F 6-6:30 PM	111	:30	3	\$1,500.00	NM	
We	eeks:	Start Date 10/15/12	End I 10/21		Spots/Week 3	<u>Rate</u> \$1,500.00					
Spo	ots: # Ch		Air Date	Air Time Desc		Start/End Time		n Ad-ID	-4.24		Rate Ty
			10/17/12	6:12 PM M-F 6		M-F 6-6:30 PM		0 2012MRF			\$1,500.00 N
			10/18/12	6:26 PM M-F 6		M-F 6-6:30 PM M-F 6-6:30 PM		) 2012MRF ) 2012MRF			\$1,500.00 N \$1,500.00 N
				6. 12 PIVI IVI-F (	5-0.30 PIVI	IVI-F 0-0.30 PIVI	.3	U ZOTZMKP			\$1,500.00
Cla		10/23/12 ne - Pre-ei	mptible w		M-F 6-6:30 PM	11	:30	2	\$1,500.00	NM	
We	eeks:	Start Date 10/22/12	End [ 10/28		Spots/Week 2	<u>Rate</u> \$1,500.00					
Sp	ots: # Ch		Air Date	Air Time Desc		Start/End Time	Lengt	h Ad-ID			Rate Ty
	2 WE	ESHM	10/22/12	6:27 PM M-F	6-6:30 PM	M-F 6-6:30 PM	:3	0 2012MRF	Р148Н		\$1,500.00 N
-	1 WE	ESHTu ′	10/23/12	6:21 PM M-F	6-6:30 PM	M-F 6-6:30 PM	:3	0 2012MRF	Р148Н		\$1,500.00 N
	0/17/12 ass of Tir	10/19/12 me - Pre-ei	M-F	Entertainment To	onigt7:00-730 PM	111	:30	3	\$1,700.00	NM	
We	eeks:	Start Date 10/15/12	End [		Spots/Week 3	<u>Rate</u> \$1,700.00					
Sp	ots: # Ch		Air Date	Air Time Desc		Start/End Time	Lenat	h Ad-ID			Rate Ty
			10/17/12		Entertainment Tonight	7:00-730 PM		0 2012MRF	P131H		\$1,700.00 I
	3 WI	ESHTh	10/18/12	7:09 PM M-F I	Entertainment Tonight	7:00-730 PM		0 2012MRF			\$1,700.00
	1 W	ESHF	10/19/12	7:16 PM M-F	Entertainment Tonight	7:00-730 PM	:3	0 2012MRF	P131H		\$1,700.00 I
26 10 Cl	0/22/12 ass of Tir	10/23/12 me - Pre-e	2 M-F	Entertainment To	onigł7:00-730 PM	11	:30	2	\$1,800.00	NM	Contract Con
We	eeks:	Start Date 10/22/12	e <u>End I</u> 10/28		Spots/Week 2	<u>Rate</u> \$1,800.00					
Sp	ots: # Ch		Air Date	Air Time Desc		Start/End Time		h Ad-ID	10000		Rate Ty
			10/22/12	7:26 PM M-F	Entertainment Tonight	7:00-730 PM	:3	0 2012MRF	P145H		\$1,800.00
	2 WI	ESHTu	10/23/12	7:11 PM M-F	Entertainment Tonight	7:00-730 PM	:3	0 2012MRF	P145H		\$1,800.00
	0/22/12 lass of Tir	10/23/12 me - Pre-e		Access Hollywoo	od Access Hollywood	1/ 11	:30	2	\$1,800.00	NM	4
We	eeks:	Start Date 10/22/12	10/28		Spots/Week 2	<u>Rate</u> \$1,800.00					
Sp	ots: # Ch		Air Date	Air Time Desc		Start/End Time	-	th Ad-ID			Rate Ty
			10/22/12		Access Hollywood	Access Hollyw		0 2012MRI			\$1,800.00
	1 W	ESHTu	10/23/12	7:47 PM M-F	Access Hollywood	Access Hollyw	ood / :3	30 2012MRI	FP148H		\$1,800.00
28 10	0/17/12	10/19/12	2 <b>M-F</b>	Access Hollywoo	od Access Hollywoo	d/111	:30	3	\$1,700.00	NM	

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WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

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Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

www.wesh.com

							pots/			
e Start Date End D			Start/End Time	MTWTFSS	Len	gth W	<del>/eek</del>	Rate	Type	
Class of Time - Pre-		1000 (1000 1000 1000 1000 1000 1000 100			and the part of	creek).				
Weeks: <u>Start Da</u> 10/15/1			Spots/Week 3	<u>Rate</u> \$1.700.00						
Spots: # Ch Day		Air Time Descr	- · · · · · · · · · · · · · · · · · · ·	Start/End Ti	me L	ength A	d-ID			Rate Typ
1 WESHW	10/17/12		ccess Hollywood	Access Holl			012MRFP	140H		\$1,700.00 N
2 WESHTh	10/18/12	7:45 PM M-F A	ccess Hollywood	Access Holl	ywood /	:30 2	012MRFP	131н		\$1,700.00 N
3 WESHF	10/19/12	7:45 PM M-F A	ccess Hollywood	Access Holl	ywood /	:30 2	012MRFP	131н		\$1,700.00 N
29 10/17/12 10/19/ Class of Time - Pre	12 M-Su- emptible wit	News @ 11PM	11-1135p	111		:30	3	\$1,600.00	NM	
Weeks: Start D			Spots/Week 3	<u>Rate</u> \$1,600.00				_	_	
Spots: # Ch Day	Air Date	Air Time Descr	ription	Start/End Ti	me <u>L</u>	ength A	\d-ID			Rate Ty
1 WESHW	10/17/12	11:14 PM M-Su	News @ 11PM	11-1135p	_	:30 2	012MRFF	131н		\$1,600.00
2 WESHTh	10/18/12	11:12 PM M-Su	News @ 11PM	11-1135p		:30 2	012MRFF	P141H		\$1,600.00 N
3 WESHF	10/19/12	11:27 PM M-Su	News @ 11PM	11-1135p		:30 2	012MRFF	131н		\$1,600.00
30 10/22/12 10/23/ Class of Time - Pre		u News @ 11PM th notice	11-1135p	11		:30	2	\$1,800.00	NM	
Weeks: <u>Start D</u> 10/22/1			Spots/Week 2	<u>Rate</u> \$1,800.00				3		
Spots: # Ch Day	Air Date	Air Time Descr	ription	Start/End Ti	me <u>l</u>	Length A	7.1			Rate Ty
1 WESHM	10/22/12	11:32 PM M-Su		11-1135p			012MRFF			\$1,800.00
2 WESHTu	10/23/12	11:27 PM M-Su	News @ 11PM	11-1135p		:30 2	012MRFF	Р145Н		\$1,800.00 I
31 10/17/12 10/17/ Class of Time - Pre	-emptible wit		9:00-10:00 PM	W		:30	1	\$9,000.00	NM	
Weeks: <u>Start D</u> 10/15/1			Spots/Week 1	<u>Rate</u> \$9,000.00						
Spots: # Ch Day	Air Date	Air Time Descr	ription	Start/End T	ime !	Length A	Ad-ID			Rate Ty
1 WESHW	10/17/12	9:41 PM NBC	Prime L&O SVU	9:00-10:00	PM	:30 2	2012MRFF	P141H		\$9,000.00
32 10/18/12 10/18/ Class of Time - Pre		Prime OFFICE th notice	9:00-10:00 PM	T		:30	1	\$6,000.00	NM	
Weeks: <u>Start D</u> 10/15/1			Spots/Week 1	<u>Rate</u> \$6,000.00						
	Air Date	Air Time Desc	ription	Start/End T	ime	Length A	Ad-ID			Rate T
1 WESHTh			Prime OFFICE	9:00-10:00			2012MRFI	Р140Н		\$6,000.00
33 10/19/12 10/19 Class of Time - Pre		Prime GRIMM th notice	9:00-10:00 PM	F		:30	1	\$4,500.00	NM	
Weeks: Start D	ate End D	ate MTWTFSS	Spots/Week	Rate					V.	
		/12F	1	\$4,500.00	•					
Spots: # Ch Day		Air Time Desc		Start/End T		Length A		D14011		Rate T
		9:18 PM NBC	Prime GRIMM		ΡM	:30 4	2012MRF	P14UH		\$4,500.00
1 WESHF	10/19/12			9:00-10:00						
1 WESHF 34 10/19/12 10/19 Class of Time - Pre	/12 NBC e-emptible with	Prime DATELIN	E 10:00-11:00 PM	F		:30	1	\$5,000.00	·····».NM	
1 WESHF  34 10/19/12 10/19 Class of Time - Pre Weeks: Start D	/12 NBC e-emptible with	Prime DATELIN th notice	E 10:00-11:00 PM  Spots/Week	F Rate		:30	1	\$5,000.00	NM	
1 WESHF  34 10/19/12 10/19 Class of Time - Pre Weeks: Start D 10/15/-	/12 NBC e-emptible with tate End D 12 10/21/	C Prime DATELIN th notice Date MTWTFSS	E 10:00-11:00 PM <u>Spots/Week</u> 1	F <u>Rate</u> \$5,000.00	ime			\$5,000.00	NM.	Rate T
1 WESHF  34 10/19/12 10/19 Class of Time - Pre Weeks: Start D	/12 NBC e-emptible with tate End D 12 10/21/ Mair Date	C Prime DATELIN th notice Date MTWTFSS //12F Air Time Desc	E 10:00-11:00 PM <u>Spots/Week</u> 1	F Rate		Length <u>/</u>			NM.	
1 WESHF  34 10/19/12 10/19 Class of Time - Pre Weeks: Start D 10/15/ Spots: # Ch Day	/12 NBCemptible with the test of the te	C Prime DATELIN th notice Date MTWTFSS /12F Air Time Desc 10:10 PM NBC Sunrise 6-8 AM	E 10:00-11:00 PM  Spots/Week 1 ription	F <u>Rate</u> \$5,000.00 <u>Start/End T</u>		Length <u>/</u>	Ad-ID			
1 WESHF  34 10/19/12 10/19 Class of Time - Pre Weeks: Start D 10/15/ Spots: # Ch Day 1 WESHF  35 10/20/12 10/20 Class of Time - Pre Weeks: Start D	/12 NBCemptible with the company of the company	C Prime DATELIN th notice  Date MTWTFSS /12F Air Time Desc 10:10 PM NBC  Sunrise 6-8 AM ith notice Date MTWTFSS	E 10:00-11:00 PM  Spots/Week 1 ription Prime DATELINE 6:00-8:00 AM  Spots/Week	F <u>Rate</u> \$5,000.00 <u>Start/End T</u> 10:00-11:00 S-		Length 2	<u>Ad-ID</u> 2012MRF	Р141н		
1 WESHF  34 10/19/12 10/19 Class of Time - Pre Weeks: Start D 10/15/- Spots: # Ch Day 1 WESHF  35 10/20/12 10/20 Class of Time - Pre Weeks: Start D 10/15/-	/12 NBCemptible with the company of the company	C Prime DATELIN th notice  Date MTWTFSS /12F Air Time Desc 10:10 PM NBC  Sunrise 6-8 AM ith notice Date MTWTFSS /12S-	E 10:00-11:00 PM  Spots/Week 1 ription Prime DATELINE 6:00-8:00 AM  Spots/Week 2	F <u>Rate</u> \$5,000.00 <u>Start/End T</u> 10:00-11:00 S- <u>Rate</u> \$350.00	) PM	:30 :30	Ad-ID 2012MRF 2	Р141н		\$5,000.00
1 WESHF  34 10/19/12 10/19 Class of Time - Pre Weeks: Start D 10/15/ Spots: # Ch Day 1 WESHF  35 10/20/12 10/20 Class of Time - Pre Weeks: Start D	/12 NBCemptible with the test of the te	C Prime DATELIN th notice  Date MTWTFSS /12F Air Time Desc 10:10 PM NBC  Sunrise 6-8 AM ith notice Date MTWTFSS /12S- Air Time Desc	E 10:00-11:00 PM  Spots/Week 1 ription Prime DATELINE 6:00-8:00 AM  Spots/Week 2	F <u>Rate</u> \$5,000.00 <u>Start/End T</u> 10:00-11:00 S-	) PM	:30 :30	Ad-ID 2012MRF 2	Р141н \$350.00		Rate T \$5,000.00 Rate T \$350.00

## DUPINVOICE ATE



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 964269-1 | 10/28/12 | October 2012 | 10/01/12 - 10/23/12

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

www.wesh.com

ne Start Date	e End Date	Descriptio	n	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
35 10/20/12	10/20/12 ime - Pre-emp	Sat Sunris	se 6-8 AM	6:00-8:00 AM	*S-	:30	2	\$350.00	NM	
36 10/20/12 Class of T	10/20/12 ime - Pre-emp	NBC Satu		Sat 8-10am	S-	:30	2	\$1,300.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS	Spots/Week	Rate \$1,300.00					
	ch <u>Day Air</u> VESHSa 10	<u>Date</u> <u>Air</u> /20/12 8:2	Time Descri 27 AM NBC S 30 AM NBC S	aturday	Start/End Time Sat 8-10am Sat 8-10am	:3	<u>h Ad-ID</u> 0 2012MRF 0 2012MRF		-	Rate Type \$1,300.00 NM \$1,300.00 NM
38 10/21/12 Class of T	10/21/12 ime - Pre-emp	NFL PRE		7:00P-8:00PM	S	:30	1	\$3,500.00	NM	
Weeks: Spots: # C	<u>Start Date</u> 10/15/12 Ch <u>Day Ai</u> r	End Date 10/21/12 Date Air	MTWTFSS S Time Descri		Rate \$3,500.00 Start/End Time 7:00P-8:00PM		th <u>Ad-ID</u> 30 2012MRF	:p145u		<u>Rate</u> <u>Type</u> \$3,500.00 NM
39 10/21/12	10/21/12 Time - Pre-emp	NFL		8:00PM-conclusion		:30	1	\$12,000.00	NM	ψ3,300.00 1410
Weeks: Spots: <u>#</u> C 1 W			MTWTFSS S Time Descri 20 PM NFL	Spots/Week 1 ption	Rate \$12,000.00 Start/End Time 8:00PM-conclus		<u>th Ad-ID</u> 30 2012MRF	FP148H		Rate Type \$12,000.00 NM
					Total Spots		69			

Payment Terms 30 Days

Gross Total

\$112,250.00

Agency Commission

\$16,837.50

Net Amount Due

\$95,412.50